



## **REQUEST FOR PROPOSALS**

### **NewtonSERVES Public Art Utility BoxART Project**

**City of Newton  
Mayor's Office for Cultural Affairs, Newton Community Pride,  
and the Department of Public Works**

The City of Newton through its Mayor's Office for Cultural Affairs, Newton Community Pride (NewtonSERVES), and the Department of Public Works Environmental Affairs Division invite artists to participate in a Public Art Project: NewtonSERVES BoxART – Newton's Utility Box Art Program, according to the specifications and instructions in this RFP.

These groups, together with the Planning and Executive Departments, Aldermen, Newton Open Studios and the New Art Center have formed the Public Art Committee, which will oversee the BoxART Project.

This program is designed for City of Newton owned utility boxes (Light and Signal control Boxes, LSBs). The Box Art will become the property of the City of Newton. Typically, the City uses cabinets or boxes that are 4' tall, 3-4' wide and 2' deep.

Artists will be reimbursed up to \$100 for painting supplies with proper receipts.

Submittal Deadline: June 15, 2012 and August 1, 2012 at 4:00 PM

NewtonSERVES BoxArt Committee Review: TBD

Orientation Meeting (Selected Artists): TBD Newton Cultural Center

Please submit proposals by hardcopy and email to:

**NewtonServes BoxART Committee  
Newton Cultural Center  
225 Nevada Street  
Newton, MA 02460**

April 23, 2012

## **Introduction**

With efforts to enhance the quality of life in Newton, Mayor Warren has started a new beautification program.....KEEPING NEWTON BEAUTIFUL. Under the auspices of the Environmental Affairs Division of the Department of Public Works, the main objective of this program is to initiate, promote, coordinate and implement quality beautification projects within the village space areas that improve the appearance of Newton for the people who have invested their lives here and people visiting, in conjunction with citizens, schools, community based organizations, businesses.

## **Mission**

Many ideas have surfaced for this program, including the NewtonSERVES BoxART. The idea is to transform common, bland, green or gray utility boxes into visual, graphic and distinctive works of art. DPW, the Mayor's Office for Cultural Affairs and Newton Community Pride have joined forces to collaborate on and to promote a pilot program through NewtonSERVES Day, April 29, 2012. The NewtonSERVES BoxART Committee encourages artists (students as well as experienced artists) to share their creativity with the community. After this date, submittal dates will be posted.

Vibrant public art creates an inviting environment and a sense of place. "We seek artwork that enlarge, enliven and enlighten" our experience of the world. The images chosen should offer some positive benefit – delight, fantasy, sociability, amenity, memories, healing emotion or a sense of joy... a sense of well-being."

If NewtonSERVES BoxART is successful in achieving this goal, it may encourage future public art projects.

Through the NewtonSERVES BoxART Committee, this general invitation to submit proposals for participation is being issued to the both amateur and professional artists, who should either be from Newton or work and/or in Newton, with an interest in, and appreciation for Newton's culture, history and diversity. This RFP will help you navigate the BoxART project from start to finish.

## **NewtonSERVES BoxART Committee**

- Linda Plaut: Director, Mayor's Office for Cultural Affairs
- Elaine Gentile: Director, Environmental Affairs, Department of Public Works
- Ruth Barnett, Newton Community Pride, President
- Janet Razulis, Newton Community Pride, NewtonSERVES
- Anna Gonzalez: Director of Community Relations, Executive Department
- David Turocy: Commissioner, Department of Public Works
- Candace Havens: Director, Planning
- Board of Aldermen
- Mindy Sieber, Executive Director, Newton Art Center in Newton
- Ellen Fisher, Executive Director, Newton Open Studios
- Joshua Reisz, Artist
- Liz Gargas, Artist

## Specifications

1. Artists should either be from Newton or work/live in Newton.
2. Artists' proposals should be based on the dimensions of the enclosed template (Exhibit 3) and should include all sides. However, please note the actual box may be a different size. Signatures must not exceed 3"x5" in actual size.
3. Artists' proposals must be submitted on either 4 ply illustration or museum board using acrylic paint and using the template as a guide. For viewing purposes, the submittal size sample should be 6" front and back, 4" sides, 6" tall and 4" top.
4. Artists' proposals must be fully assembled using the shape of the template (Exhibit 3) as an accurate depiction of the artwork and therefore be presented as a 3 dimensional piece of art.
5. Artwork must closely resemble the art that will be painted on the Box.
6. All submitted proposals become the property of the City of Newton. There is no guaranty of how long the artwork may remain on the box as they may require upgrading or replacing. The City has the right to move, remove or destroy the artwork at any time.
7. To participate, please submit the materials listed below to the NewtonSERVES BoxART Committee by 4pm on June 15, 2012 and August 1, 2012 to the Newton Cultural Center, 225 Nevada Street, Newton, MA 02460. A copy of the application and template is available at the end of this RFP.
8. Applicants should view and become familiar with utility boxes around the City. Sites will be chosen for NewtonSERVES BoxART as well as the list of required materials needed to complete the project.
9. You may indicate 1<sup>st</sup>, 2<sup>nd</sup>, preferred box locations. However the Committee reserves the right to make all assignments.
10. The NewtonSERVES BoxART Committee will review the proposals. Judging will be anonymous. In the selection process, proposals will be identified by number only.
11. The selected artists will be invited to an Orientation Meeting to receive instructions and to sign and return the necessary contract forms at a time TBD at the Newton Cultural Center.

## **Eligible Proposals**

The NewtonSERVES BoxART Committee understands that everyone relates to creativity differently. The first priority is that the boxes become high quality artworks that enliven the public realm.

Proposals should be positive, original and creative and may (but are not required) to reflect the following:

- The immediate environment creating a sense of place – Newton/village
- The character and culture of Newton
- The history of Newton

## **Proposals will be ineligible if they involve:**

- A breach of intellectual property rights (i.e., somebody else's idea)
- Trademarks, brand or business names, logos or copyrighted images
- Anything that is harmful to a third party
- Collage or gluing anything onto the box
- Majority of dark paints as dark paints can overheat a box

## **Policies and Guidelines**

**NOTE: The surfaces of the box will be properly prepared beforehand by an artist.**

1. Art work must be submitted on either 4 ply illustration or museum board using acrylic paint and assembled according to the template provided, in 3 dimensions (Exhibit 3). The artwork must resemble the art that will be painted on the box.
2. Because the size of the box may vary slightly, be prepared to adjust your artwork to fit the size of the box.
3. Painting may begin any time after the proposal is approval but must be completed within two (2) weeks of the start date.
4. The City of Newton, or its contractors, must have access to the components in the box at all times.
5. Artists may want to block off the box to keep the public from brushing against wet paint, but care should be given to leave at least five (5) feet of the sidewalk open for compliance with ADA requirements.
6. When washing or painting the box, it should be done in such a manner that no moisture gets inside the box through any vents. There are sensitive electronic components in the box.

7. The vents should not be covered such that airflow is restricted inside the cabinet. Ventilation keeps the box from overheating.
8. Door hinges should be painted in such a way that it does not lock the hinges in place.
9. The levers/handles/keyholes on the box should not receive any types of coatings.
10. Artwork using a majority of dark colors **cannot** be considered due to the potential for overheating the utility boxes.
11. The front of the box is the side with the vents, doors. The back of the box is the side with a plain face. However, the front of the box usually does not face the street and therefore the box with the plain face is on the street side.

## **Artists Benefits**

- ❑ Artist recognition via your signature on the utility box (no larger than 3"x5")
- ❑ Notable mention of all artists in media information relating to this project.
- ❑ Information will appear on Newton's website and other periodic and promotional material for the City of Newton and Newton Community Pride, including artist name, artwork title, photos of the artwork.
- ❑ Names of artists and the location of their artwork in the official Program Book for NewtonSERVES.
- ❑ Display signage to identify artists and project while painting the utility box.

## **Instructions for Chosen Artists**

Once your artwork is selected, the NewtonSERVES BoxART Committee will send you notification by email and formal letter.

### **1. Orientation Meeting**

An orientation meeting will be held for all selected artists TBD at the Newton Cultural Center. At the orientation, you will receive directions to your utility box, and an overview of painting instructions. At this time, you will sign a Contract. You will meet with your Project Supervisor who will be responsible for priming and preparing the box for painting and who will work with you to apply the sealant when the painting is completed.

### **2. Painting**

**Use only** Acrylic Paint: Golden or Liquitex high-viscosity paint, lightfastness 1

Below is a comprehensive checklist of highly recommended supplies for the best painting outcome and your personal comfort. This may not be a complete list as all artists work differently.

- ✓ Approved NewtonSERVES BoxART signage to identify the artist while working
- ✓ Paint
- ✓ Stool or chair for comfort
- ✓ Bucket to hold water for paint brushes
- ✓ Paint brushes
- ✓ Painters tape, masking tape
- ✓ Drop cloth or plastic sheeting, newspaper for protecting surrounded area
- ✓ Biodegradable cleanser
- ✓ Rags and/or paper towels

**Please be ADVISED:**

- ✓ Do not paint over/obliterate any identification numbers/codes, if any. Paint around them.
- ✓ Do not paint over keyholes or paint keyhole covers so that they cannot be opened.
- ✓ Do not obstruct vents.
- ✓ Do not use primer as your base coat on the utility box.
- ✓ Do not paint over the electrical box on the side of the box.

**3. Preserving your work**

Be in contact with your Project Supervisor (PS) as you near completion of your project so that arrangements can be made to work jointly to properly apply sealant.

**4. Cleaning the site:**

Artists are responsible for cleanup of their area and safe disposal of all paint materials.

## **FAQs**

### **How many designs may I submit in the Contest?**

*You may submit for consideration, up to three designs. However, you will be allowed to paint only one box.*

### **How will I be notified that my artwork has been selected?**

*You will receive a formal letter and an email after the Committee has reviewed all the submissions and approved the artwork.*

### **Who selects the artwork?**

*Artist's names will not appear during the selection process. Each submitted artwork will receive a number and the names of the artists will not be made public until the selection process is completed. The NewtonSERVES BoxART Committee consists of representatives from the City of Newton, NewtonSERVES, Newton Community Pride and several art organizations.*

### **What does NewtonSERVES BoxART look for when selecting the artwork?**

*The Committee is honored to review ideas from talented individuals. The Committee will look for artwork that is original and creative. Artwork may also represent Newton's for culture and history. Imagination is key. The Committee encourages artists to visualize your design from far away and from all sides. Approved artwork **MUST** be suitable for a box on a public street.*

### **What is the painting schedule?**

*Painting may begin any time after a proposal is accepted and must be completed within two (2) weeks.*

### **Do I get to choose my utility box?**

*You can submit a design for a particular box, but there is no guarantee you will be assigned that particular box. The final decision is the Committees so it is recommended that you pick a design that could be used on any box.*

### **Do you have examples of utility box art?**

*There are many such programs available across the country. It is recommended that you search the internet for images of utility box art.*

## Submission Checklist

Please submit the following application materials in hardcopy and email:

### ☐ **Completed Application (Exhibit 1)**

Artist name, mailing address, e-mail address, and telephone number

### ☐ **Artwork Information (Exhibit 2)**

Please state the name for the artwork and brief description (50 words or less) of the reasons or inspirations behind the proposal. (This information will be used for publicity for the program.)

### ☐ **Template Sample (Exhibit 3)**

The proposal should be submitted on material as described under Specifications utilizing the “Box Template” design and should include all sides of the box; a color rendering as an accurate depiction of your proposed design for the artwork include the artist’s signature on the proposal. All submitted proposals become the property of the City of Newton.

Submission should be by email and hardcopy. In email, your design should be on the template in this Request for Proposal. The 3 dimension artwork **must** accompany the hardcopy.



**Exhibit 1**  
**NewtonSERVES BoxART Application**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Current Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

If under 18 years old, age: \_\_\_\_\_ School: \_\_\_\_\_ Grade: \_\_\_\_\_

Parent/Guardian Consent: \_\_\_\_\_

**Exhibit 2**  
**NewtonSERVES BoxART – Artwork Information**

Name of Artwork: \_\_\_\_\_

Description or reason behind the inspiration for the artwork (50 words or less):

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**Exhibit 3**  
**NewtonSERVES BoxART Drawing/Template**

This is a diagram of a typical utility box showing four sides and a top. Use it as a sample template to show the image you would like to paint as it would be painted. The City of Newton's utility boxes are generally 4' tall, 3-4' wide, 2' deep.

Artwork Title: \_\_\_\_\_ Artist: \_\_\_\_\_

NewtonSERVES BoxART Drawing Template

Remember to include all sides in your proposal. If you would like to see the box in 3D, cut along the exterior lines and fold down the interior lines.  
Note: The actual box may be a different size.



